



## Field to Market

# The Keystone Alliance for Sustainable Agriculture

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### **The Agricultural Challenge of the 21<sup>st</sup> Century:**

To meet the needs of 9 billion people in 2050, we must:

- Increase efficient use of resources for profitable agricultural production
- Continue to increase overall productivity
- Maintain and improve access to nutritious and safe food, and
- Maintain and improve environmental health

### **Our Vision:**

To champion solutions for tomorrow's safe, accessible, and nutritious food, fiber and fuel in thriving ecosystems.

### **Our Goal:**

To meet the needs of future generations, promote an economically viable agricultural production system that measurably:

- Reduces pressure on habitat and other land use demands by increasing productivity of affordable, accessible, quality crops on available acres
- Increases the resource use efficiency of energy, water, fertilizer, soil, and other agricultural inputs
- Enhances water quality and other natural resources through thoughtful stewardship
- Contributes to the economic vitality of agricultural communities, and
- Protects the health and safety of our workers and consumers

### **Our Mission:**

To meet the agricultural challenge of the 21<sup>st</sup> century by providing collaborative leadership that is:

- Transparent
- Grounded in science
- Focused on outcomes
- Open to the full range of technology choices, and
- Committed to creating opportunities across the agricultural supply chain for continuous improvements in productivity, environmental quality, and human well-being

### **Our Strategies:**

To provide useful measurement tools and resources for growers and the supply chain that track and achieve continuous improvement against key outcomes.

To engage in broad communication and collaboration with stakeholders and other efforts to ensure a coordinated and comprehensive approach to sustainable agriculture issues.